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## THE WINDOW FILM INDUSTRY GATHERS AT SEMA SHOW 2019 *Sector's Interest in the European Industry Continues to Grow*

LAS VEGAS, NV -- On November 7<sup>th</sup> 2019, EWFA hosted its annual Networking Lunch at the SEMA Show, the world's most influential automotive specialty products trade event gathering more than 70,000 domestic and international participants.

Participation in the EWFA Networking Lunch continues to grow each year. This event attracted more than 30 high-level participants from 11 countries. Participants had the opportunity to lunch in a privileged environment fostering networking, new connections and collaborations within the window film industry. Stéphanie Priou, EWFA Manager, summarised activities and achievements for 2019 – among which advocacy towards national and local levels, new alliances and increased membership, new brand identity and communication strategy – and introduced EWFA's 2020 draft strategic plan.

"Following growing international interest in window films, EWFA membership has also expanded in 2019, which are clear signs leading me to think we can expect significant developments for our sector on the European and international scenes in 2020" says Stéphanie Priou.

**About the SEMA Show** - The SEMA Show provides an opportunity for automotive specialty products manufacturers, dealers and distributors, industry representatives, media, policy makers and automotive enthusiasts from around the world to engage on new technologies and high-performance products developed for the automotive sector.

**About EWFA** - EWFA, the European Window Film Association represents and seeks to further the interests of the window film industry. The organisation brings together manufacturers and distributors with the purpose of promoting window film products on the European continent and highlighting their innovative performances and properties in the automotive and architectural aftermarkets.

Window films are high-performance products providing safety, security, solar control, privacy and decorative solutions for building and transportation glazing. Their use allow measurable savings in terms of energy (heating and cooling) while providing other important economic, health, comfort and design benefits. As an example, most solar control window films usually reject around 98% UV rays while saving daylight and avoiding overheating and glare.

### Contact

Stéphanie Priou, EWFA Manager, [info@ewfa.org](mailto:info@ewfa.org), +34 638 35 46 50.